

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 10501 191129Z

17

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 122729

P R 191050Z OCT 76
FM AMEMBASSY TEHRAN
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9624
USIA WASHDC

UNCLAS TEHRAN 10501

E.O. 11652: NA
TAGS: BEXP, IR
SUBJ: FOURTH TEHRAN INTERNATIONAL TRADE FAIR OPENS

1. TEHRAN INTERNATIONAL TRADE FAIR OPENED BY SHAH AT 10:00 A.M. OCTOBER 19 IN CEREMONY ATTENDED BY CABINET, DIPLOMATIC CORPS(INCLUDING AMERICAN AMBASSADOR), PROMINENT GOI OFFICIALS AND BUSINESSMEN. FOLLOWING CEREMONY SHAH TOURED FAIRGROUNDS IN OPEN VEHICLE WHILE VIP GUESTS VISITED PAVILIONS. U.S. PAVILION ENJOYED PARTICULARLY HEAVY TURNOUT. FAIR OPENED TO PUBLIC AT NOON.

2. USA PAVILION WAS ONE OF HANDFUL OF PAVILIONS COMPLETED BY OPENING. SPENNARE RED/WHITE/BLUE EXHIBIT SYSTEM EXTREMELY ATTRACTIVE AND FRESH LOOKING. MOST EXHIBITORS' BOOTHS VERY WELL PRESENTED, AND ALL HAD EQUIPMENT BY OPENING. IN CONTRAST TO PREVIOUS YEARS, ONLY ONE EXHIBITOR IS PRESENTING PURELY GRAPHIC DISPLY. USIA CENTERPIECE ADEQUATELY REFURBISHED, AND USIS TEHRAN WAS ABLE TO PROVIDE REPLECEMENTS FOR MOST A/V EQUIPMENT AND PANELS WHICH WERE DAMAGED IN SHIPMENT FROM DAMASCUS.

3. THANKS TO PERSISTENT FOLLOW-UP EFFORTS BY MATHES, ALL EQUIPMENT EXCEPT GRANGER'S WAS CLEARED AND DELIVERED TO PAVILION IN TIME TO BE SET UP FOR OPENING. PART OF GRANGER SHIPMENT, DUE SNAFU IN CAIRO, DID NOT ARRIVE TEHRAN UNTIL OCTOBER 16. EXIBITOR HAS SET UP TEMPORARY DISPLAY PENDING CLEARANCE OF FINAL SHIPMENT, WHICH IS EXPECTED AFTERNOON OF

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OCTOBER 19, WELL IN TIME TO BE OPERATIONAL BY OCTOBER 21 AMERICA

DAY RECEPTION IN PAVILION.
HELMS

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NNN

Message Attributes

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